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BEAUTIFUL ST JOHNS RIVER
THROUGH THE HEART OF TROPICAL FLORIDA

CLYDE ST. JOHNS RIVER LINE

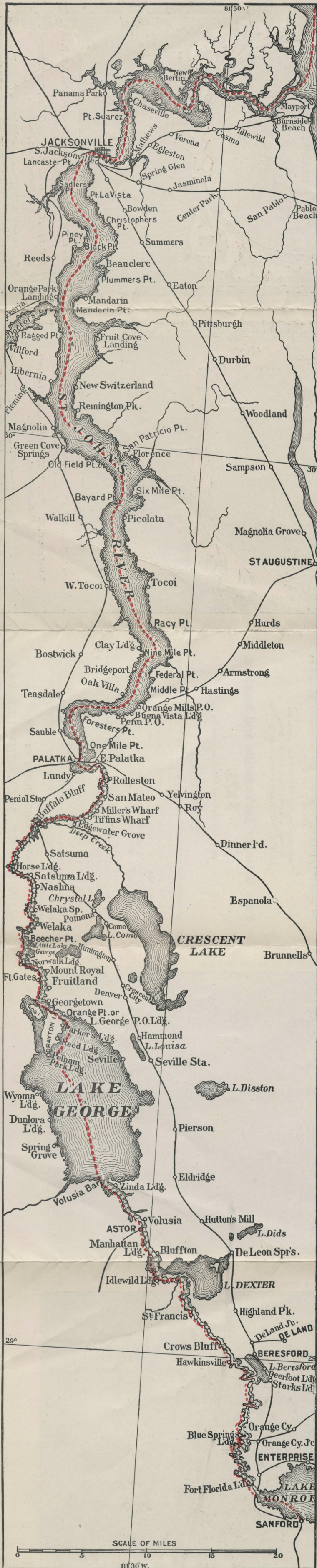


JACKSONVILLE · PALATKA
DE LAND · SANFORD ·
FLORIDA

AND INTERMEDIATE LANDINGS.

John L. Howard, Sup't. F. M. Ironmonger, Jr., A. G. P. A.
Jacksonville, Florida.

G. G. Eger, G. M. Wm. P. Clyde & Co., Gen'l Agents.
19 State Street, New York.



MOST fascinating of all the interior water courses of America, the St. Johns River, in Florida, winds its sinuous length of 170 miles through the choicest sections of this land of flowers. Taking its rise in Lake Monroe at the north-west corner of the Everglades—which body of water is fed by unfailing springs—the St. Johns flows northward to Jacksonville and eastward to the broad Atlantic, in its course from Lake Monroe passing such important points as Beresford, De Land, St. Francis, Astor and Palatka before reaching Jacksonville. At Jacksonville the river trip proper ends, though the waters of the St. Johns still have twenty-five miles to travel in order to reach the sea.

The eight hundred mile ocean voyage of the Clyde Line steamers from New York to the St. Johns River bar is added to and delightfully concluded by the twenty-five mile sail up the St. Johns from its mouth to the city of Jacksonville. This short river trip is a charming introduction to the beauties of Florida scenery, and whets the traveler's appetite for more. Narrow reaches and broad bays—the



O.D. SEAVEY CO. OWNERS

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latter dotted with beautiful islands—alternate during this trip of twenty-five miles, the shores of the river displaying now and again the attractive home of some northern visitor or fisherman's cottage, or the dense and brilliantly green masses of the semi-tropical foliage. Jacksonville, the phoenix of southern cities, is located on the west bank of the St. Johns at a point where the river bends sharply to the east and then to north again. Jacksonville, as rebuilt since its disastrous fire, presents as modern an aspect as many northern cities of much larger size. Tall business blocks, palatial hotels, cabs and trolley service, greet the visitor's eye everywhere throughout the center of the city, which is most conveniently and attractively laid out.

The voyage up the St. Johns River from Jacksonville is a further revelation to the northern traveler of the full glories of Florida scenery, despite the splendid foretaste that was presented on the trip from the river's mouth to the city. From Jacksonville to Palatka the first stopping place, a distance of sixty miles, the river



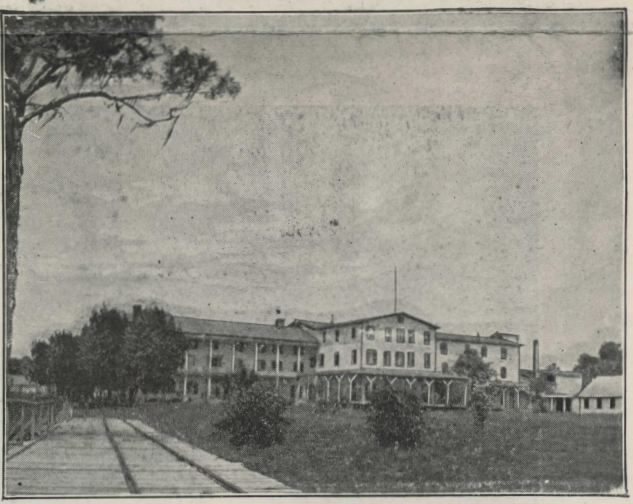
PUTNAM HOUSE. PALATKA, FLORIDA.

is broad and open, and its course is generally direct. The banks are indistinct and distant, but the many prominent headlands stand out in bold relief, often indicated by clusters of tall pines, and mark the entrance to some secluded bay or attract attention to the mouth of some tributary stream. Scores of attractive villages and resorts are met on either side, notable among them being Mandarin, the former winter home of Harriet Beecher Stowe, Orange Park, the island town of Hibernia, Magnolia Point and Springs with the great Magnolia Springs Hotel, Popo Point opposite, Green Cove Springs with its broad bay and crystal waters, Old Field Point with San Patricio Point on the opposite bank, Picolata and its historic narrows, Federal Point, Forester Point, and then Palatka. Picolata, a short distance north of Palatka, is famous historically. More than two hundred years ago a Spanish fort and settlement existed near this spot, which was captured by the English in 1740 and afterwards abandoned. Later, in the Seminole Indian War, the United States government occupied it as a military post, and it was considered of importance during the Civil War of 1861-5.



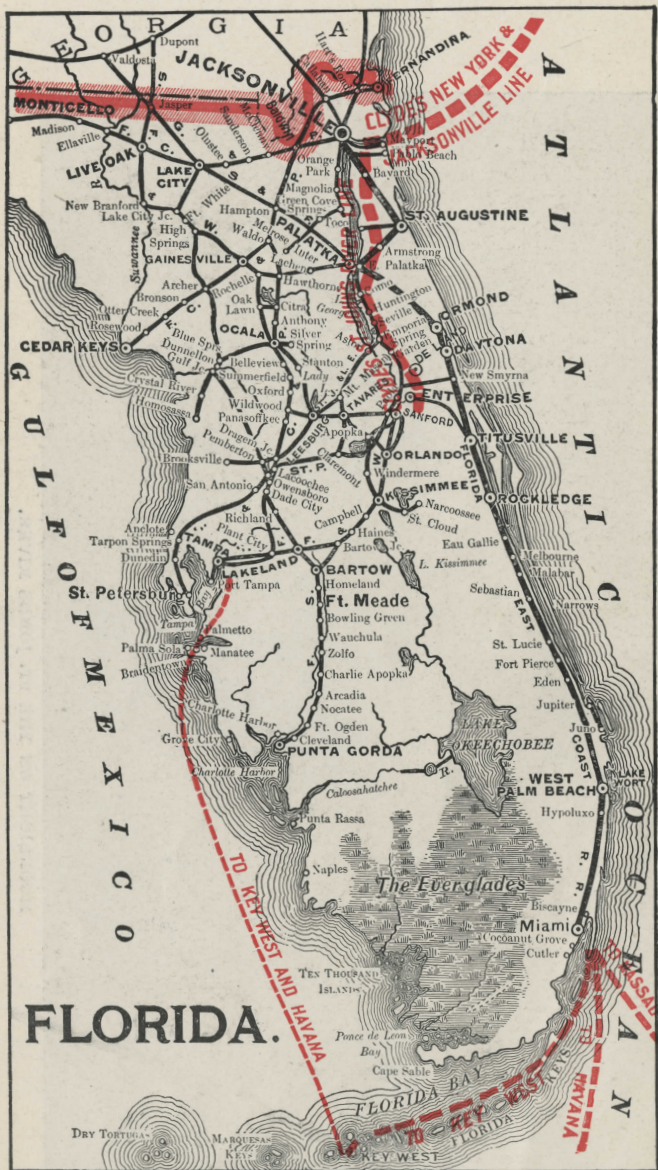
SANFORD HOUSE. SANFORD, FLORIDA.

Palatka is one of the most important towns of the interior of Florida, is the principal railway center of the middle portion of the state, and is a well known and popular winter resort. It has a large resident population, excellent hotels and boarding houses, and splendid commercial facilities. It is also the starting point for the trip up the upper St. Johns, which, from here to Georgetown—at the entrance to Lake George—and from Volusia Bar—where the steamer leaves the lake—to Sanford on Lake Monroe, is narrow and tortuous, bordered by graceful tropical trees, hoary with age and heavily hung with trailing masses of Spanish moss. This narrowing of the waterway greatly increases the interest of the trip, for it brings closely to the traveler's vision all the beauties of this most charming country. The flourishing and unfamiliar vegetation and the frequent towns and villages are all seen, not at a distance—as in the sail from Jacksonville to Palatka—but just over the steamer's rail. This intimate introduction to Florida scenery is varied by the voyage through Lake George, one of the largest and most beautiful lakes in the state, which is sixteen miles long and eight miles in width, and is located about midway between Palatka and Sanford. After passing



BROCK HOUSE. ENTERPRISE, FLORIDA.

through Lake George and re-entering the upper river, the steamer stops at Astor and St. Francis, then turns into picturesque Lake Beresford and lands at Beresford. About this port lie De Land, Helen, Orange City and other attractive winter resorts of the interior. Sanford, the end of the route, lies but a short distance up the river from Beresford, on the southern shore of Lake Monroe, the southwest corner of which, the steamer traverses in its course. Sanford is a most attractive place, and is greatly favored by northern visitors, having a superb location, splendid hotels and being within easy reach by rail of all points in southern and western Florida and the famous Lake Worth and Indian River districts.



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ON THE BANKS OF THE ST. JOHNS RIVER.

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(DE BARY LINE)

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